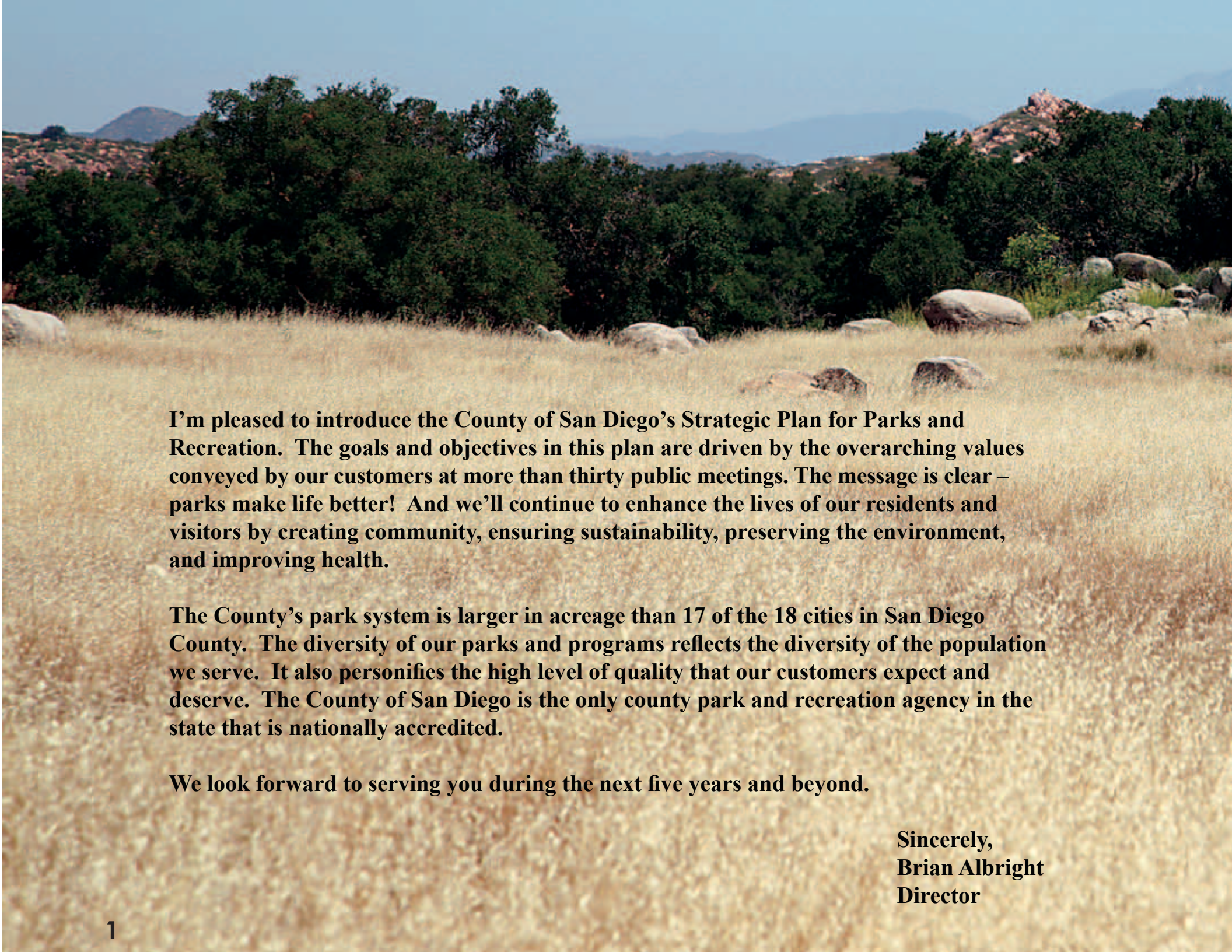




STRATEGIC PLAN 2012-2017

**Parks
Make
Life
Better!** SM





I'm pleased to introduce the County of San Diego's Strategic Plan for Parks and Recreation. The goals and objectives in this plan are driven by the overarching values conveyed by our customers at more than thirty public meetings. The message is clear – parks make life better! And we'll continue to enhance the lives of our residents and visitors by creating community, ensuring sustainability, preserving the environment, and improving health.

The County's park system is larger in acreage than 17 of the 18 cities in San Diego County. The diversity of our parks and programs reflects the diversity of the population we serve. It also personifies the high level of quality that our customers expect and deserve. The County of San Diego is the only county park and recreation agency in the state that is nationally accredited.

We look forward to serving you during the next five years and beyond.

**Sincerely,
Brian Albright
Director**



VISION

A parks and recreation system that is the pride of San Diego County

MISSION

We enhance the quality of life in San Diego County by providing opportunities for high level parks and recreation experiences and preserving regionally significant natural and cultural resources

STRATEGIC INITIATIVES

Safe Communities

Sustainable Environments

Healthy Families

GOALS

Community

Make parks and recreation accessible to everyone

Sustainability

Operate a sustainable park system by implementing the Cost Recovery, Resource Allocation and Revenue Enhancement Plan

Environment

Strengthen the connection between people and the outdoors

Health

Foster healthy lifestyles



"I love coming to the Lakeside REC Club because it makes my life better."
Johnny Ganwelas





COMMUNITY

MAKE PARKS AND RECREATION ACCESSIBLE TO EVERYONE

People need safe and affordable choices that make life better. We serve diverse needs and provide places where people can grow and learn by:

- Offering affordable recreational options
- Staying up-to-date with changing public needs
- Building and maintaining vital relationships among stakeholders
- Being prepared to serve as a resource during emergencies and disasters



"The area surrounding El Monte County Park reminds my wife and me of a little Yosemite. This is a wonderful park for weddings, family picnics and to take in the breathtaking scenery."
Ron Gibson





SUSTAINABILITY

OPERATE A SUSTAINABLE PARK SYSTEM BY IMPLEMENTING THE COST RECOVERY, RESOURCE ALLOCATION AND REVENUE ENHANCEMENT PLAN

Fiscal discipline and resource efficiency are fundamental to accomplishing our mission. We ensure the availability of parks and recreation services for future generations by:

- Developing and maintaining parks and programs through innovative funding sources
- Using limited resources efficiently and effectively
- Focusing resources for the maximum benefit of the community
- Producing new revenue streams and increasing use of volunteers
- Achieving cost savings through energy efficiency and water conservation



"The campout at Louis Stelzer Park was the first camping experience for most of these kids and some of the adults. The kids all had fun, learned a lot about nature, loved planting trees, and will not be afraid of nature."

Judy Meeker





ENVIRONMENT

STRENGTHEN THE CONNECTION BETWEEN PEOPLE AND THE OUTDOORS

Many of the region's best natural, cultural, historic and recreational resources are found in County parks. They reduce air pollution, improve water quality and protect our heritage. Parks and programs provide vital contact with nature by:

- Saving and protecting natural, historic and cultural resources
- Protecting County watersheds
- Joining communities through trails
- Restoring habitat to preserve San Diego's unique biodiversity



"San Dieguito Park has provided a wonderful place for my family and now a safe environment for me to take a daily walk. It is clean and well managed, and I feel so very fortunate to have this park as a part of my community."

Yvonne Carlson





HEALTH

FOSTER HEALTHY LIFESTYLES

Healthy lifestyles can help prevent chronic illnesses, which have become an epidemic. We aim to build better health by encouraging all residents to incorporate activity and smart food choices into their daily lives by:

- Inspiring healthy families through parks and programs
- Offering fun places where people can play spontaneously and stay fit
- Encouraging active lifestyles
- Providing safe recreational choices

BUILDING OUR FUTURE

BUSINESS PLAN

Our Cost Recovery, Resource Allocation and Revenue Enhancement Plan, endorsed by the County Board of Supervisors in 2011, is a comprehensive look at expectations and values set by our communities. It is an analysis of the services we provide and how we provide them. Implementing this business plan will grow our range of services and diversify funding sources.

LIVE WELL, SAN DIEGO!

The County Board of Supervisors' Live Well, San Diego! initiative aims to provide a healthy, safe and thriving community. Our department supports this initiative by providing opportunities for people to maintain physical and mental health, creating safe settings for families and individuals, and encouraging economically thriving communities.

PARKS IMPROVEMENT PLAN

The Department of Parks and Recreation 5-year Parks Improvement Plan provides a road map to ensure we have the necessary facilities to move toward our vision, accomplish our mission, and achieve our goals. The Plan identifies projects throughout the County parks and recreation system that are fully or partially funded. It also highlights potential projects that are contemplated for future budget periods.

MULTIPLE SPECIES CONSERVATION PROGRAM

A significant part of our region's quality of life depends upon our environmental health. Protecting our natural resources and encouraging economic development are important considerations for today's residents and future generations. The Multiple Species Conservation Program (MSCP) protects 98,379 acres of open space and 85 sensitive plants and animals. Since its inception in 1997, the County and its partners have achieved more than 71% of the total MSCP conservation goal. The MSCP promotes the survival of endangered species while enhancing our ability to provide essential public infrastructure, opportunities for passive recreation, and meet the public's employment and housing needs.







HELP MAKE YOUR PARKS AND RECREATION SYSTEM BETTER

For more information, please visit www.sdparks.org



ADOPT A PARK OR TRAIL

We are always looking for ways to help people make a difference. We invite individuals, groups, businesses, and local communities to partner with us by adopting a park or trail. This collaboration helps us provide efficient services with limited resources.



SUPPORT THROUGH SPONSORSHIP

Anyone can make a donation to support their favorite park, facility, program or special event. Individuals and groups will be recognized for their investments in the services we provide.

BECOME A PARK VOLUNTEER

We offer many volunteer opportunities to fit various skill sets and interests. These fun and challenging opportunities include a live-in park host, park patrol, park docent, community center volunteer, student and youth volunteer or a community group volunteer. Duties will include general park maintenance, public greeting, and you will partake in well-managed projects that provide park visitors a rewarding experience.

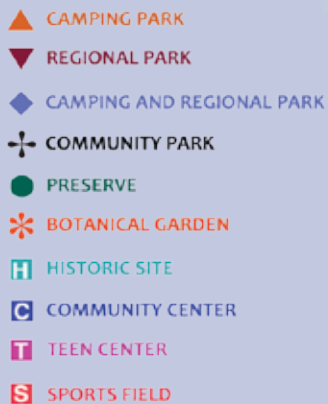
COUNTY PARKS AND FACILITIES

This map of San Diego County displays the locations of various parks and facilities. The map includes major highways, cities, and geographical features. A legend in the bottom left corner defines the symbols used for different types of parks and facilities.

LEGEND

- CAMPING PARK (Orange triangle)
- REGIONAL PARK (Red inverted triangle)
- CAMPING AND REGIONAL PARK (Blue diamond)
- COMMUNITY PARK (Black cross)
- PRESERVE (Green circle)
- BOTANICAL GARDEN (Orange star)
- HISTORIC SITE (Blue square with 'H')
- COMMUNITY CENTER (Blue square with 'C')
- TEEN CENTER (Pink square with 'T')
- SPORTS FIELD (Red square with 'S')

The map shows numerous parks and facilities across the county, including Santa Margarita, Live Oak, Wilderness Gardens, Hellhole Canyon, Santa Ysabel, Volcan Mtn., William Heise, Vallecito, Agua Caliente, Lake Morena, Potrero, Otay Valley, Otay Lakes, Sweetwater, Lakeside Archipelago, Flinn Springs, El Monte, Louis Stelzer, El Capitan, Oakes, Dos Picos, Luel Pond, Barnett Ranch, Simon, Gower, Mt. Simon, Ramona, Escondido, San Marcos, San Diego, San El Eljo, San Dieguito, Rancho Santa Fe, Rancho Bernardo, Poway, Los Peñasquitos Canyon, Sycamore Cyn/Goodan Ranch, Whaley House, National City, Chula Vista, San Ysidro, Tijuana River Valley, Imperial Beach, and Jacumba. The map also shows the Pacific Ocean to the west and Mexico to the south.





County Board of Supervisors

Greg Cox
District 1

Dianne Jacob
District 2

Pam Slater-Price
District 3

Ron Roberts
District 4

Bill Horn
District 5

**Chief
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